



Talent Evaluation and Advancement (TEA) Deep Dive

2016 Defense Intelligence Human Capital Summit

2 March 2016



Associate Directorate for Human Resources (ADHR)



TEA Executive Summary



NSA's Talent Evaluation & Advancement (TEA) project aims to reform the way we approach performance management (PM).

Our goals: Make it easier. Make it better. Govern it effectively.

State of PM in 2015

PM isn't working.

Time-consuming, HR-driven processes

- Significant time and documentation
- Deliberations at multiple points in the year

Unreliable ratings

- Widespread ratings inflation
- Idiosyncratic ratings

Vocal workforce cry to change

- Consistently poor PM ICECS scores
- Numerous studies, focus groups, and social media calls for PM reform

External shifts away from PM

- Academic research suggests PM isn't driving performance
- Private sector organizations moving away from elaborate, ratings-based PM systems

Make it Easier.

ONE PROCESS ON A SINGLE TIMELINE. Align PM, promotion, and recognition

STREAMLINED RATINGS.

Successful/Unsuccessful; Yes/No recognition decisions

LESS DOCUMENTATION. Employees document only promotion-worthy achievements; Leaders focus on justifying personnel decision outcomes

Make it Better.

MORE CONVERSATION. Ongoing dialogue to improve trust and achieve mutual success

GREATER TRANSPARENCY. Clear criteria for personnel decisions, reinforced by published examples of success

FOCUSED ATTENTION ON THE "TAILS." Early identification and intervention for both top & poor performers

Govern it Effectively.

EVERYONE CONSIDERED.

Adopt integrated talent management practices; ensure no one is overlooked

STRATEGIC DECISION MAKING.

Outcomes determined by those most familiar with the work and mission needs

APPROPRIATE OVERSIGHT.

Corporate Governance Board to set and enforce corporate priorities

PIVI across the IC

Underlying Beliefs and Assumptions

- All employees need and deserve to know where they stand and how they can improve
- Both "star" and "poor" performers have a disproportionate impact on mission performance
- The culture must change; otherwise, no system or set of tools will satisfice
- Line of sight is key to validity, fairness, transparency, and accountability
- Budgets, governance, and decision authority must all be in alignment

Vision for PM in 2017

PM drives individual & mission success.

Simpler processes, embedded in the work

- · Measurable time savings
- Focused decision-making

Trusted outcomes

- Personnel decisions consistent with criteria and ongoing conversations
- Greater understanding of the employee's role in achieving organizational goals

Greater workforce support for PM

- Improved PM ICECS scores
- Improved feedback related to trust, transparency, fairness

Model for PM in the IC

 TEA program serves as a model for PM across the IC



TEA Implementation Timeline



Use a phased approach to achieve quick results and sustain incremental change

Phased Implementation

Phase 1: Complete

Streamline Promotion

- Reduce length and complexity of EPA and promotion criteria
- Emphasize evidence of next grade level performance
- Streamline review process
- Pursue policy exceptions

Phase 2: 1 Aug 2015 - 31 Jul 2016

Focus on ACE

- Emphasize effective performance management behaviors
- Integrate ACE planning & career development
- Limit self-reported ACE inputs to outstanding accomplishments

Pre-Phase 3: 1 Aug 2015 - 31 Oct 2017

Pilot and Prepare

- Conduct research studies to assess current state and inform design
- · Pilot elements of long term vision
- Upgrade supporting system technology
- · Secure policy exceptions

Phase 3(+): 2017 - 2019*

Long Term Vision

- Culture focused on performance & development
- Streamlined processes
 - ✓ Combined ACE/promotion timelines (single form)
 - ✓ Simplified rating procedures
 - ✓ Focused accomplishments

*proposed

evaluate

1 Nov 2017 – 31 Dec 2018 (14 mo) 1 Jan 2019 – 31 Dec 2019 (Cal Yr)

Change Management Goals

- Socialize program vision
- · Clarify definitions
- Uncover resistance
- Build workforce buy-in
- Evolve promotion culture

- Reinforce program vision
- Increase attention on meaningful employee development
- Evolve ACE culture
- Strengthen partnerships
- Uncover and address implementation obstacles

- Adopt practices of a strong performance culture
- Evolve awards culture
- Provide transition support

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Status



Policy Approvals

USD(I) Pilot Authority

- Prepared 3 volume document for USD(I) and P&R to support policy approvals (business case, design, draft implementation guidance)
- ODNI is coordinating with USD(I) and is also considering a revision of ICD 651

External Coordination

IC and Government-wide

- TEA is serving as a pilot for PM in the IC
- Briefed TEA at newly formed PM community of practice
- Information sharing with CIA, DIA, NGA, USMC, and FBI

Research Studies

Phase 2+ Research Studies

- Completed data collection for decision process study (with Strategic Consultants)
- Collected critical incidents for poor performer study; currently categorizing
- Currently analyzing archival data on awards and recognition; star performer study pending

Pilot Studies

Scaled Pilots

- Completed Manager and Employee deep dive sessions
- Deployed first support check-ins (attributable and non-attributable versions)
- Developed and deployed content for Feedback Challenge 1 and Manager Feedback Job Aid
- Facilitated organizational goals / awards criteria work shops

Program Evaluation

Phase 1 Program Evaluation

- Completed preliminary assessment of Phase 1 impacts using climate survey data and results from a TEA-related decision process study
- A formal Phase 1 and 2 evaluation survey will be deployed after the 2016 promotion changes are implemented, which will also include GG15 criteria



TEA Pilot Overview



	We wi	ll be piloting 3 TEA features in preparation for organization-wide implementation. These 3 features focus on <u>strengthening NSA's performance culture</u> .			
What?		ers announce achievements resulting in awards, base pay increases, and promotions to provide greater parency into decision making and help employees better understand organizational standards			
	Employee Support Check-Ins Employees respond to voluntary, short questionnaires indicating whether they are receiving clear expectations quality feedback to be effective in their work; feedback challenges to improve and apply skills between check-in				
	Talent Reviews Leaders strategically review how the workforce is being (or can be) aligned, developed, and rewarded to best meet business needs				
Who?		We sought to include a small, representative sample of 6 pilot organizations			
	October-December 2015	Pilot kickoff meetings and socialization			
M(b + -2	January 2016	First employee pulse survey (subsequent surveys around April and August 2016)			
When?	April 2016	First publication of achievements (subsequent publications around August 2016)			
	October – November 2016	Talent review			

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Larger TEA Evaluation Strategy



Focus on Continuous Improvement & Assessment of Program Impact

Pre-TEA Phase 1 Phase 2 Phase 3

Baseline Ongoing Evaluation

Data-Driven
Methodology to
Draw Meaningful
Conclusions

Data

Sources

Make it Better. Govern it Effectively. Goals Make it Easier. Does the amount of time required Do the number of employee To what extent are overall for an employee to complete the feedback conversations increase? employee perceptions of performance evaluation and performance evaluation and advancement process decrease? To what extent do reviewers feel advancement improved? Sample they have the necessary To what extent do employees find information to make quality To what extent are managers **Evaluation** revised performance evaluation performance evaluation and able to more effectively handle Questions and advancement process advancement decisions/ instance of poor performance? features beneficial? selections? Annual TEA Workforce Survey (Supervisors & Employees)

Annual IC Climate Survey (Performance Culture Questions)

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Archival Data



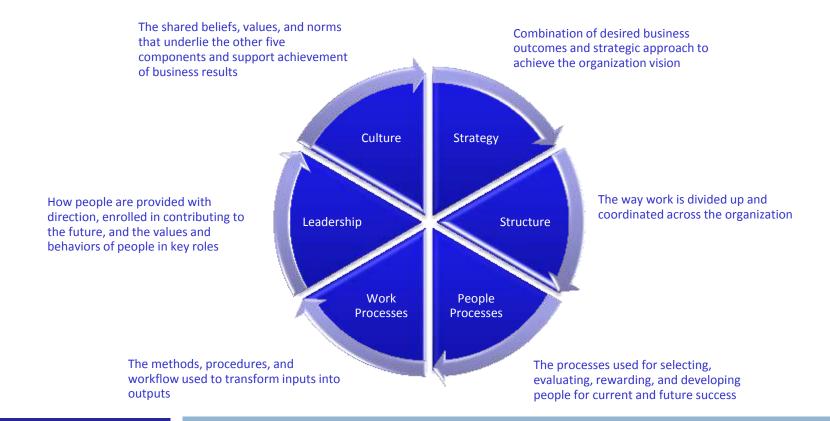
Organizational Effectiveness and Poor Performance



Improve management of problematic employee behavior by...

- · Improving managers' ability and willingness to recognize it and engage it;
- Increasing the number of early and less formal interventions;
- Introducing alternative or additional complementary management tools; and
- Improving use of all current management policies and practices.

Creating the desired performance culture, including an effective approach to addressing poor performance, requires a systems approach and a holistic view of organizational effectiveness



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Culture Change



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Culture change is a long-term process achieved through incremental transition



Adopt a Shared Definition of Feedback



Develop Key Feedback Skills



Practice Applying Key Feedback Skills

Feedback is...

- More than the information you get from your supervisor at the end of ACE and promotion cycles
- Any information you get about yourself; it can come from anyone at any time and takes many different forms
- A shared responsibility; both leaders and employees play critical roles in creating a culture of feedback
- A conversation; the point is not simply to give or receive a message, but rather to have dialogue that results in a clear understanding of how to achieve both individual and organizational success

Feedback requires...

- Curiosity: leaders and employees are both givers and receivers of feedback; both must be curious to understand the others' perspective and to reach agreement regarding the path forward
- Communication/Interpersonal Skills: leaders and employees must use skills related to articulation, listening, problem solving, stress management, and emotional intelligence
- Self Awareness: leaders and employees need to be aware of their personal style, tendencies, and preferences to determine how to maximize comfort with giving and receiving feedback

Feedback needs practice...

- Through interactive development opportunities in a safe, learning space
- Through on-the-job experiences
- Through mentorship and guidance

SKILL BUILDING & APPLICATION THROUGH GAMIFICATION



Feedback Gamification Concept



"Bite-sized" asynchronous learning opportunities

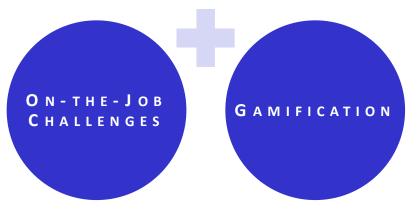
Participants might view a 2-3 minute video, take a short quiz, or explore an interactive job aid to learn or review a feedback-related concept. A new concept will be released each month over the course of a year.

MICRO-LEARNING ACTIVITIES

WHY THIS APPROACH?

Job performance models suggest that performance is a multiplicative function of declarative knowledge (which can be enhanced through micro-learning), procedural knowledge (which can be enhanced through on-the-job challenges), and motivation (which can be enhanced though gamification).

Campbell, John P., et al. "A theory of performance." Personnel Selection in Organizations 3570 (1993).





Opportunities for practical application

Participants – both leaders and employees – are challenged to complete 3-5 feedback-related tasks associated with each micro-learning activity. Each task takes just a few minutes, and can be completed during the course of regular, ongoing work conversations. Participants are encouraged to journal privately or share their experiences using social media.

Engagement through competition

Completion of on-the-job challenges translates into personal badges and organizational participation points. Comparative participation statistics will incentivize individuals, teams, and organizations to out-perform each other.

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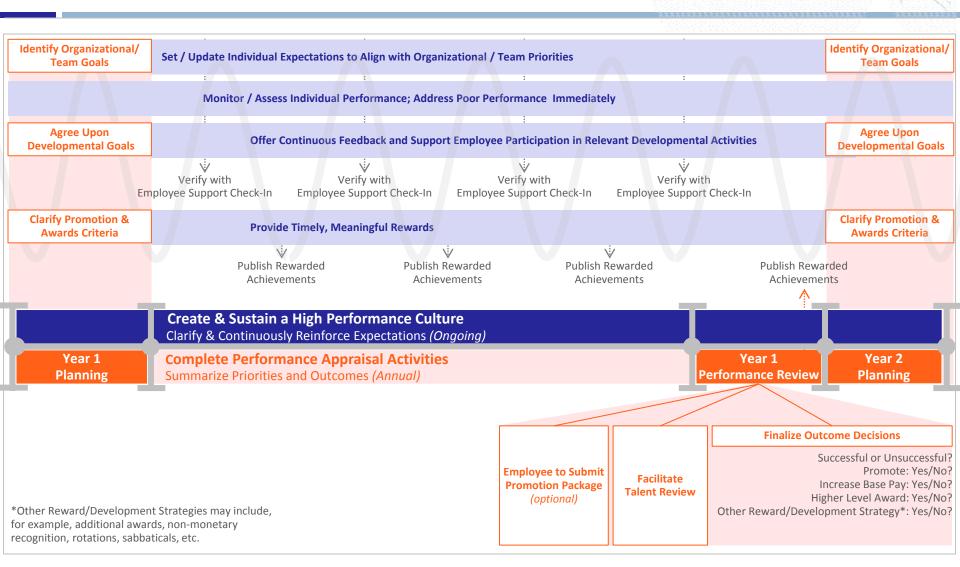
Backup Slides

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TEA Overview (Comprehensive)







Case for Change



Why is NSA moving away from traditional performance management?

Internal NSA Demand

- Duplicative, burdensome, opaque processes around performance appraisal and promotion
- Need for meeting workforce expectations in competitive talent market

DoD and IC workforce metrics

 Effectiveness of demonstration projects and alternative personnel systems

External Research & Practice

- Formal and informal benchmarking suggest a new approach
 - Microsoft, Corning, FBI, USAID, Dept. of Veterans Affairs, Google, Intel, Johnson & Johnson, Cargill, Eli Lily, Gap, Inc., CFPB, Dept. of State, ODNI, USD(I), NGA, DIA, APL
- Confirmation of TEA proposals by leading experts in performance management





Case for Change



Why is NSA moving away from traditional performance management?

Time Consuming & Expensive



Up to 2 million hours & \$35 million dollars annually



Frustrating

Consistently poor IC Climate Survey results

- Performance Based Awards & Advancement:47% positive
- Dealing with poor performers: 32% positive

Inaccurate

- Only 23% of HR executives trust ratings accuracy
- Ratings differences driven mostly by rater not performance – differences
- Steady ratings inflation across NSA and IC only 1% unsuccessful
- A tenth of a point can be the difference between an annual bonus or not

LITTLE IMPACT ON PERFORMANCE

Performance appraisal systems (ratings, documentation, formal reviews, emphasizing weaknesses, SMART goals) have little to no impact on organizational performance, explaining a maximum of 1% of the variance



TEA: Making it Simpler



TEA Annual Performance Planning



Employee Input



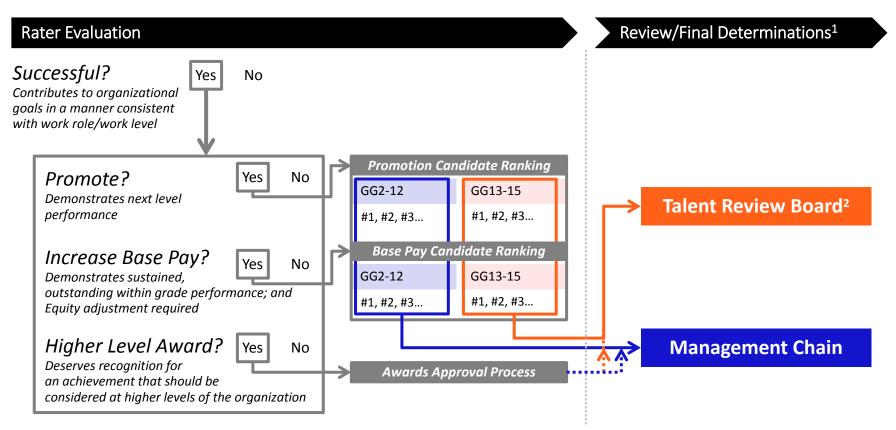
TEA End-of-Year Documentation





TEA Year End Decision Process





¹ The Director retains final authority.

² The Talent Review Board will also make additional determinations outside of the End-of-Year documentation process, to include providing high dollar/rare development opportunities for employees of any grade.



Employee Support Check-In Mockup (DRAFT)



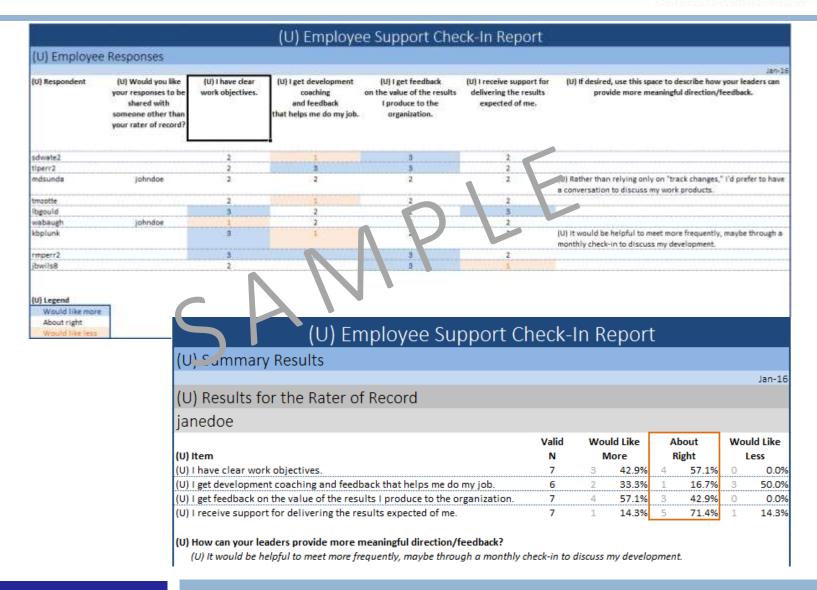
	Would like less	About right	Would like more
(U) I have clear work expectations.	©	©	0
(U) I get development coaching and feedback that helps me do my job.	0	0	0
(U) I get feedback on the value of the results I produce to the organization.	0	•	•
(U) I receive support for delivering the results expected of me.	0	0	0

U) FEEDBACK DETAILS (OPTIONAL)	
 J) Confidentiality: The open-ended items below are optional. It ill not be associated with you individually unless you choose to 	you choose to provide comments, note that they will be shared verbalim with leadership, though they identify yourself in your remarks.
 J) Portion Marking: Please DO NOT include classified informal harkings (U or UliFOUO). 	tion in your responses. Please DO portion mark your comments with the correct classification
	provide more meaningful direction/feedback. Consider describing the types of er if be delivered (e.g., in person, via email, through direct comments/changes on



Employee Support Check-In (Attributable)







Employee Support Check-In (Non-Attributable)



(U) Employee Support Check-In Report

(U) Summary Results

Jan-16

(U) Results for the Rater of Record

janedoe

	Valid	Wou	ld Like	P	About	Wor	uld Like
(U) Item	N	M	lore	ı	Right	I	Less
(U) I have clear work objectives.	7	3	42.7%	4	57.1%	0	0.0%
(U) I get development coaching and feedback that helps me do my job.	6	2	33.3%	1	16.7%	3	50.0%
(U) I get feedback on the value of the results I produce to the organization.	7	4	7.0	3	42.9%	0	0.0%
(U) I receive support for delivering the results expected of me.	7	1	14 3%	5	71.4%	1	14.3%

(U) How can your leaders provide more meaningful direction/fe | back?

(U) It would be helpful to meet more frequently, maybe through a monthly, check-in to discuss my development.

(U) Results for Other Feedback Providers

iohndoe

) '	Valid	Wou	ld Like	F	About	Wo	uld Like
(U) Item	N	M	lore		Right	1	Less
(U) I have clear work objectives.	2	0	0.0%	1	50.0%	1	50.0%
(U) I get development coaching and feedback that helps me do my job.	2	0	0.0%	2	100.0%	0	0.0%
(U) I get feedback on the value of the results I produce to the organization.	2	0	0.0%	2	100.0%	0	0.0%
(U) I receive support for delivering the results expected of me.	2	0	0.0%	2	100.0%	0	0.0%

(U) How can your leaders provide more meaningful direction/feedback?

(U) Rather than relying only on "track changes," I'd prefer to have a conversation to discuss my work products.



More on Micro-Learning



What is micro-learning?

 Short, bite-sized training units that aim to teach content in the most efficient manner possible. Micro-learning ranges from less than a second up to one hour.

What makes for effective micro-learning?

- Accessible (any time, anywhere)
- Flexible and learner-driven (allows learners to skip ahead and choose relevant information)
- Modular (easier to design, produce, update, and access)
- Holistic (offers varied perspectives on a topic)
- Recursive (repeatable and formulaic)

Why micro-learning?

- Short attention spans combined with mission demands
- Need to produce more with fewer resources
- Rapid changes in content and technology
- Theoretical and empirical support for this as a strategy for behavior change





Feedback Challenge #1 - Recognizing Feedback

Participants visit the TEA Pilot Webpage and are presented with the first month's challenges

Purpose: Employees consistently request more feedback. Managers indicate they are constantly providing feedback. Though seemingly intuitive, this disconnect demonstrates the lack of a shared understanding of the concept of "feedback." To get us all on the same page, participate in this month's challenges – all about recognizing the various forms of feedback around you!

- Click here to take a short quiz to see if you can identify the forms of feedback around you!
- Review the job aid to learn or refresh your understanding of feedback.
- Participate in the TEA Pilot Feedback Challenges by completing the following in the course of your day-to-day work:
 - Identify at least 4 pieces of verbal feedback you notice this week. Note who provided the feedback.
 - Identify at least 4 types of non-verbal feedback you notice this week. Note who provided the feedback.
 - Identify at least 2 instances of written feedback you notice this week. Note who provided the feedback.

Reflect and respond: What did you notice about the nature of feedback after completing these three challenges?

- Jot down your thoughts privately, and/or
- Share your thoughts with other TEA pilot members on the <u>TEA Pilot SpySpace page</u>!



Opening S











Feedback Challenge #1 – Short Quiz

Participants take a short, 8-question quiz

	he statement provided in each item and decide if it represents a form of feedback. Sele- ou think it is feedback; "no" if you think it isn't.
U) You aver."	r supervisor comments: "Thanks for filling in last week. You were a real life
U) Is th	is feedback?
0	Yes
0	No
-	receive an email from your Team Lead stating: "I agree with your approach. We so want to involve our counterparts in the rest of the IC on this one."
U) Is th	is feedback?
	Yes
0	No
	r mentor comments: "I'd like to see you play more of a leadership role on the oject you take on."
(U) Is th	iis feedback?
	Yes
0	No
U) You profile t	r team applauds after you receive an award for your work related to a high target.
U) Is th	is feedback?
0	Yes
	No

	s his eyes as you defend your point of view again.
(U) Is this feedback?	Participants also receive real-time feedback:
⊚ No	Actually, this is a form of feedback. Even though your colleague is not delivering his message in the most effective or professional
(U) In response to a W comment using track guidance."	way, this does represent a form of non-verbal feedback for you to be aware of. Your colleague is assessing your choice to continue to defend your point of view.
(U) Is this feedback? O Yes No	The point here is not to encourage you to adopt this method of delivering feedback; eye rolling is certainly not appropriate. Rather, we mention it to help us be more cognizant of all types of feedback around us, well-delivered or not.
• •	mments: "I can't believe you were able to troubleshoot that ying late to get to the bottom of things even though I had to
Yes	
⊚ No	
• •	ing from a representative in Human Resources: "Climate survey enior leaders may want to communicate more frequently."
(U) Is this feedback?	
Yes	
⊚ No	



Feedback Challenge #1 – Job Aid



Participants review a job aid, helping them to recognize the many forms and purposes of feedback

Recognizing Feedback

Feedback is any information you get about yourself or your work.

Not all feedback is well-delivered or even correct, but it's important to pay attention
as there is almost always something you can learn from it.









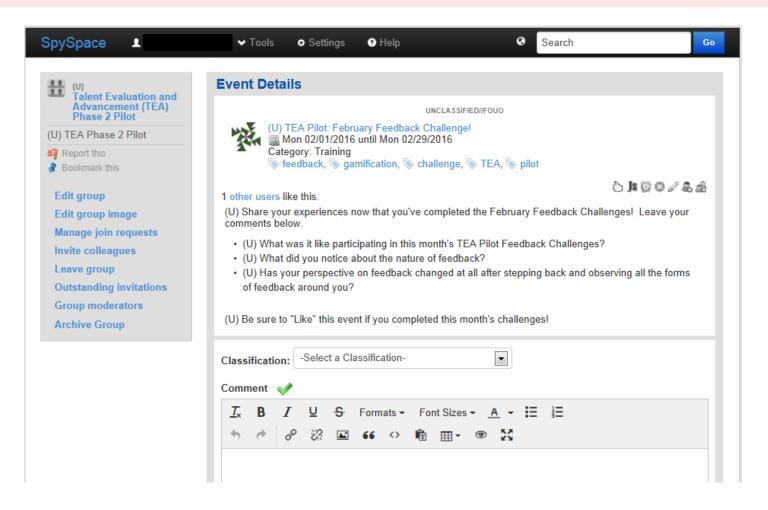
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Feedback Challenge #1 - Challenges

Participants complete and discuss reactions to feedback challenges for the month on social media





Publication of Achievements



(U) Add a brief introduction with statistics regarding both monetary and non-monetary awards given in the previous 6 months. Include the number of award recipients, the number of awards of each type granted and the average value/amount of each award type.

Template for Achievements Meriting an Award in <Insert Organization>

	Sample Achievements Meriting Awards		Why were these achievements deserving of an award?					
Grade	(Use modified statements that were pulled award justification statements within the org	from the	Value, Goal and/or Standard Demonstrated	Directorate/Organizational/Team Goal Supported				
GG_								
GG_								
GG_		To be populated by leaders, using HRMS data (e.g., awards justification statements and statistics)						
GG								
GG_								
GG								
GG_								
GG_								

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Future Initiatives



Continue efforts to modernize performance management

- Increase non-monetary incentive program options
- Incorporate employee preference
- Expand base pay increases
- Recognize organizational and team performance
- Improved technology for total compensation view
- Establish Star Performer program



Legal Defensibility of Selection Systems



Why do we need a legally defensible model?

To ensure that our selection system achieves the goal of equal opportunity without discrimination based on:

Equal Employment Opportunity Laws:

<u>Title VII</u>: race, color, religion, sex national

origin

ADA: Disability or genetic information

ADEA: Age

How is defensibility achieved?

Content Validity

What performance behaviors are examined?

Job Relatedness

Does their Performance tie back to the job?

Standardized Procedures

Is everybody judged in the same manner?

Transparency

Does your manager let you know what these performance behaviors are?

PROVE ITI

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Uniform Guidelines and Legal Precedent

Uniform Guidelines of Employee Selection Procedures (1978)

Legal Precedent

Content Validity

- Content validity evidence is based on a linkage between objective work behaviors and the job domain.
- Job analysis are typically used to identify the essential work behaviors and associated tasks of a job or position.
- Need for job relatedness was established by the Supreme Court case Griggs v. Duke Power Co. (1971) and reaffirmed in Albemarle v. Moody (1975), Watson v. Fort Worth Bank & Trust (1988), Bryant v. City of Chicago (2000). Content validity was noted as an appropriate method for determining job relatedness.

Job Relatedness

- The content validity of a selection or appraisal procedure of interest is then shown to be a representative sample of the job.
- Objective behaviors that are closely approximated to those found on the job should be emphasized.
- Along with the aforementioned Supreme Court cases, litigation addressing the need for job-relatedness in performance appraisals are found in cases such as Eldred v. Consolidated Freightways, 71 FEP Cases 33 (D. Mass 1995), City of Indian Harbor Beach, 103 LA 634, 637 (Arb. 1994).

Standardized **Procedures**

- Selection and appraisal procedures should be administered and scored under standardized conditions.
- Standardization and uniformity of selection/appraisal systems for all employees within a job group are established as procedural safeguards in cases such as Fisher v. Vassar College, 70 FEP Cases at 1165, and Kelly v. Drexel University, 5 AD Cases 1101 (E.D. Pa. 1995).

Transparency

- While the Uniform Guidelines do not specifically address the issue of transparency, litigation concerning the procedural justice of performance appraisal systems is implicit in many judicial opinions.
- Significant relationships are found between procedural fairness and federal appellate cases decided for the employer (Werner & Bolino, 1997; Watson v. Fort Worth Bank & Trust, 1988). Procedural justice, such as transparency, is likely to decrease the likelihood of discrimination litigation (Landy & Conte, 2005)





Uniform Guidelines and Legal Precedent

How does the NSA ensure that their selection and promotion system is defensible?

Content Validity

• Team and organizational performance behaviors: Defining team and organizational goals is critical to ensuring employees are contributing to the mission and captures the job specific tendencies for individuals to migrate from one cross-functional team to another.

Job Relatedness

• Performance behaviors are based on work level descriptors and applied to the Annual Contribution Evaluation (ACE), the Employee Promotion Assessments (EPA), and Employee Promotion Profile (EPP): This aligns directly with recommendations from the Uniform Guidelines in that work level descriptors will represent the job(s) of interest.

Standardized Procedures

- Formalized ACE Process: The ACE process will be streamlined and applied as a standard format, differing only by the job in question.
- Dichotomous Outcome-Based Ratings: Built to help managers differentiate at the necessary level to achieve business objectives. Relative judgments are proved to be more reliable than perceived estimates.

Transparency

- Incorporation of career planning: Supervisor/employee align performance behaviors to organizational goals together and identify development activities
- Publish accomplishments that justify promotion: Allows for the employees to understand the standards and expectations within the organization.



Use of Ratings for Adjustment in Force (AIF)



- ➤ DoDI 1400.25 V2014, Adjustment in Force (AIF) (GG employees) Enclosure 3, paragraph 3. RETENTION
- Under 5 CFR Part 351, Reduction in Force (RIF) (wage employees) 351.504, Credit for Performance
- Current policies use the employee's three most recent overall performance scores or ratings as a factor to rank employees in descending order within a retention list by tenure group and veteran's preference
- Ratings distributions do not support use in AIF decisions due to a lack of meaningful differentiation
 - Less than 1 percent receive ratings of unsuccessful
 - As an example, cash bonus outcomes may differ based on a tenth of a point (e.g., 3.8 vs. 3.7), which may not reflect a qualitative performance difference
 - Idiosyncratic ratings and no known solution to ratings inflation
- Use of performance scores in force reduction can result in a higher proportion of minority group members being released
- Increased legal activity associated with layoffs as a result of performance appraisal

A new approach is needed to incorporate performance in Force Reduction programs